

Notice of References CitedApplication/Control No.
09/690,007Applicant(s)/Patent Under
Reexamination
MORRIS ET AL.Examiner
Tam (Jenny) PhanArt Unit
2144

Page 1 of 1

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*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
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	U	Gallagher, K.; Parsons, J.; "A framework for targeting banner advertising on the Internet" System Sciences, 1997, Proceedings of the Thirtieth Hawaii International Conference on , Volume: 4 , 7-10 Jan. 1997 Pages:265 - 274 vol.4
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*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.